



PACKAGING



Packaging line upgrade

Enhanced efficiency and safety

Drink International | Settimo Torinese | Italy

 **Nordson**

Drink International positions itself for future growth and success with its upgraded packaging line

Drink International, located in Settimo Torinese, Italy, family owned with 13 employees and an annual sales volume of 35 million euros, faced the challenge of upgrading their outdated hot melt adhesive systems for their packaging lines. Specializing in selecting and packaging specialty items for special events, the company ran eight packaging lines operating at a speed of ten packages per minute.

The Challenge

At Drink International, the adhesive dispensing systems installed two decades ago have become increasingly inefficient. These systems, used for sealing cartons of various sizes, required high flexibility, which the old equipment failed to provide. Additionally, they have longer warm-up times compared to newer models, lack of feeding systems, large tank dimensions, high energy consumption, and excessive adhesive usage. The outdated systems posed also safety concerns as newer models have improved safety features. The obsolescence of the former ProBlue series further underscored the necessity for an upgrade.

The customer sought to improve line efficiency, optimize adhesive quantity, and enhance safety. Typical issues with the old system included nozzle clogging and inconsistent bonding quality, which affected production reliability and operator safety. The goal was to reduce adhesive consumption, ensure perfect box closures, and increase overall production efficiency.

The Nordson Solution

To address these challenges, Drink International decides to replace their old ProBlue melters with Nordson's advanced ProBlue Flex melters with 7kg and Melt-on-Demand feature. The project involved installing two new ProBlue Flex melters per production line across all eight lines. Additionally, each line was equipped with applicators featuring four standard SureBead modules and with standard hoses of the Nordson Blue Series. The SureBead modules with their self-cleaning integrated needle and reduced cavity nozzle design, enable clog-free operation, minimizing downtime, maintenance, replacement, and inventory costs.

Key achievements of the new system

- **Enhanced efficiency:** The new systems significantly reduced warm-up times and energy consumption, leading to smoother and faster production processes. The line efficiency was notably improved.
- **Improved dispensing:** The SureBead self-cleaning and non-clogging hot melt dispensing applicators deliver cleaner operation and less maintenance and downtime



- **Optimized adhesive usage:** With better control over adhesive quantity, the company achieves an estimated 20% reduction in adhesive material usage, which translates into substantial cost savings.
- **Increased safety:** The modern systems provide better safety features, minimizing the risk of accidents and ensuring a safer working environment for line operators.
- **Improved bonding quality:** The new melters guarantee perfect box closures without pop-opens, reducing the likelihood of packaging failures and ensuring product integrity during shipping.

The Nordson solution proved to be reliable and effective, as evidenced by the customer's decision to continue with Nordson products based on their positive experience with previous ProBlue systems.

Voice of Customer

"Upgrading to Nordson's ProBlue Flex melters with Melt-on-Demand Technology has been a game-changer for our packaging lines," concludes Mrs. Chiara Crosetto, Owner of Drink International. "The old systems were becoming a bottleneck, with long warm-up times and inefficient adhesive usage. With the new melters, we've seen a remarkable improvement in line efficiency and a significant reduction in adhesive consumption, which we estimate to be around 20%. The safety enhancements have also been a huge plus for our operators. Nordson's reliability and performance have once again proven to be the right choice for us. We look forward to continuing our partnership with them."

This example highlights again the importance of modernizing outdated packaging systems to achieve better efficiency, safety, and cost savings. By investing in Nordson's ProBlue Flex Melt-on-Demand melters, Drink International not only addressed their

immediate challenges but also positioned themselves for future growth and success. The upgrade demonstrates the value of advanced technology in enhancing production processes and maintaining competitive advantage in the packaging industry.



The project involves installing two new ProBlue Flex melters per production line across all eight lines and positions Drink International for future growth and success.





PACKAGING

Nordson application and verification technology helps efficiently apply adhesives to meet both form and function for a wide variety of packaging applications: sealing, attachment, confectionary and small pack, tray making, palletizing, siftproof/tamper evident/braille applications and labeling.

Packaging applications are often judged equally by how they look and how well they perform, so application systems must apply the right amount of adhesive to be structurally sound and without messy stringing, tailing or squeeze out. Whether using hot melt or cold adhesives, Nordson is a world leader in packaging and converting application technology.



© 2024 Nordson Corporation | All Rights Reserved | PKR-24-07 • 07/2024

Why Nordson



Global

Supporting and collaborating with customers worldwide.



Business Scale

Extensive capabilities to deliver on customer promises.



Value Innovation

Consistently creating customer value with innovative technology



Direct

Direct offices in over 30 countries with local application experts nearby to help.